

CALENDAR OF EVENTS

March 28-April 4

PWA Hawaii Pro

The Professional Windsurfing Association (PWA) makes its return to Maui for the first time in four years. The event will bring together the top women and male wave sailors in the world to compete.

www.pwaworldtour.com

April 2-8

HIFF International Spring Film Festival

The Hawaii International Film Festival (HIFF) presents its 7th annual "Spring Fling," a showcase of the latest and greatest independent cinema from Asia, the Pacific and beyond. 808-528-3456

April 8-11

Celebration of the Arts

Sponsored by the Native Hawaiian Hospitality Association (NaHHA), this unique hands-on art and cultural festival celebrates the people, culture and arts of Hawaii through interaction with artisans, filmmakers, panelists, workshops, music, activities and more. 808-669-6200

April 18

US Olympic Team Trials Triathlon

Honolulu will host the men and women's US Olympic Team Trials Triathlon where the first male and female finishers will move on to the 2004 Athens Olympic Games. Approximately 1,500 age group athletes from Hawaii and around the world are expected to compete. 866-454-6561

April 16-20

Big Island Best Expo and Agri Tourism Show

808-966-7306

April 2004

HFMA Foods of Hawaii—New Waves at NELHA

www.foodsofhawaii.com

Note: These events are supported by HTA through its Product Enrichment, Sporting Events and Major Festivals Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawaii brand through national and international media exposure, and attract visitors to Hawaii as participants and spectators.

May Is Tourism Month

During the month of May, tourism will be celebrated throughout the country, including Hawaii. Travel industry organizations use this special month as an opportunity to organize activities and explain the economic, cultural and social impacts of travel and tourism in their communities. Here in Hawaii, the big Tourism Month event is the Hawaii Hotel Association's Charity Walk, which takes place on May 15, 2004 (for more information, call 923-0407). Additionally, in recognition of the state's number one industry, the HTA will be issuing a release on the industry's impact to Hawaii as well as a list of activities occurring during this month. If your business or organization has anything planned, please let us know by sending details to Sonja Swenson at sonja@strykerweiner.com

Honolulu Festival a Success

The 10th Annual Honolulu Festival held March 5-7, 2004, brought about 5,500 visitors to Hawaii, and generated \$12.8 million in visitor spending to the state's economy.

The Sights and Sounds of the 10th Annual Honolulu Festival . . .



Japanese Hula Group



Traditional Japanese Archer (Iimori Shrine Busha Sai)



Nakasu Ladies' Mikoshi



Spectacular Fire Spitting Dragon (Omuta Daijyama Matsuri)

Marketing Highlights

Hawaii Tourism Oceania (HTO)

Aloha Down Under 2004: Hawaii Tourism Oceania has been working closely with Hawaiian Airlines to support the launch of the new Sydney to Honolulu service that begins in May. The “Aloha Down Under” Road Show which takes place May 31-June 4 in Australia, is a new initiative to re-introduce Hawaii and Hawaiian Airlines into the Australian market.



The program will feature a series of workshops for travel professionals to bring them up to speed on the destination, as well as a cooperatively funded consumer advertising program. For more information, contact Gemma O'Brien at gobrien@hawaiiitourism.com.au.

“The Great Outdoors”: Australia’s “The Great Outdoors,” a popular travel program which screens nationally on the Seven Network every Monday night, aired a Hawaii travel segment on Oahu and Pearl Harbor. The show recorded 1.9 million viewers.

Television New Zealand “Taste Hawaii”: New Zealand’s top rated show “Taste New Zealand” completed filming its Hawaii version, “Taste Hawaii,” this month. The ½ hour program will feature the beauty of the islands and will air to a nationwide prime time audience in September/October.

Flight Centre Consumer Expos: Flight Centre Retail Travel, the largest travel chain in New Zealand, held its annual consumer show in Auckland on February 13 and 14. The Hawaii Tourism New Zealand team attended the show, which attracted 11,000+ visitors.



Jill Gardner selling the virtues of a Hawaiian holiday to a consumer.

Hawaii Tourism Asia (HTAsia)

Hawaii Tourism Taiwan Opens New Office: Hawaii Tourism Taiwan (HTT) celebrated the opening of its new office on February 2, with representatives from key media, major airlines, government and business VIPs in attendance. The Taiwan office will handle marketing in Taiwan, Hong Kong and Singapore on behalf of Hawaii Tourism Asia.



HTT Office (left to right): Jemy See, Mei-Mei Wang, Michael Merner, Yoichi Hayase, Richard Craig, Alex Lei and Teresa Chang.

OUT & ABOUT

In an effort to keep Hawaii top-of-mind throughout the world, following is a calendar of major tradeshow/events featuring Hawaii.

April 1

Funject Vacations Product Launch
Atlanta

April 1

NEMICE (New England Chapter of MPI)
Massachusetts

April 2, 3

Virtuoso South Eastern Regional Meeting
Miami

April 24-28

POW WOW
Los Angeles

April 30-May 3

Happy Vacations Mahalo Week-End
Oahu

April TBD

New England Chapter – MPI
Boston

June 3-6

Korea World Travel Fair
Seoul

CORRECTION

In the February E-bulletin, we listed contact information for Hawaii Tourism Offices worldwide. Darragh Walshe, who was listed as the contact for Hawaii Tourism Oceania, is the contact for the Hawaii Tourism New Zealand Office. Please note the contact below for the Hawaii Tourism Australia Office.

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Marketing Highlights (cont'd . . .)

Hawaii Tourism Asia (HTAsia)

World Travel Fair 2004: Hawaii Tourism China (HTC) participated in the 2004 World Travel Fair in Shanghai from February 19-22. The fair drew more than 50,000 consumers.



Left to right: Christine Li, HTC; Johnson Chen, American Consulate General US Commercial Service; James Golsen, US Consulate General; Karen Chen, Nevada Commission on Tourism China Office; and Tina Yao, HTC.

Korea World Travel Fair in Seoul: The Korean World Travel Fair (KOTFA), the largest travel fair in Korea, will be held June 3-6 at the COEX Convention Center in Seoul. Hawaii Tourism Korea will coordinate the Hawaii booths. For more information or to participate in the fair, visit www.kotfa.com/kotfa/english/fair/fair_sub01.html.

Hawaii Visitors & Convention Bureau (HVCB)

HVCB and MVB Team Up in Canada: The Hawaii Visitors & Convention Bureau (HVCB) teamed up with the Maui Visitors Bureau (MVB) to host over 40 media at lunch and dinner events in Toronto, and then moved on to the Travel Media Association of Canada's annual conference in New Foundland. Fifty-six media attended this 3-day conference and appointments were filled during the media market place. HVCB's destination message was the Hawaii Arts Season and MVB was Maui for Life!



Left to right: Joseph Frey, Darlene Morikawa and Keli'i Brown.

Hawaii's MCI Market Showcased: Hawaii's global appeal for meetings was showcased with same-day promotions in Northern California and Australia on February 18. HVCB along with 12 travel companies were at the 16th annual Northern California Chapter Meeting Professionals International's Trade Show. This was particularly effective for Hawaii's meeting industry because high-tech, insurance and finance corporations are a major focus. More than 500 attendees took part representing a wide-range of area corporations.

12th AsiaPacific Incentives and Meetings Expo: HVCB led five travel companies to promote the state's meeting infrastructure at the 12th AsiaPacific Incentives Meetings Expo. It was one of the largest business event exhibitions for meetings in the Asia-Pacific region, attracting corporations and meetings planners from throughout the Pacific Rim and Southeast Asia. This year's convention attracted a record 750 exhibitors from 40 countries and more than 2,600 trade buyers from around the world.



Left to right: Vince Souza, Dianna Doerr, Paige Cabacungan, Edie Hafdahl, Adele Tasaka, and Vickie Omura

Nissan Open: The Hawaii exhibit at the Nissan Open in Pacific Palisades, California from February 18 to 22, drew more than 4,000 consumers, media, and corporate executives who learned more about golf courses and the Islands. Exhibit partners' Hewlett Packard featured interactive elements and United Vacations promoted travel to Hawaii and sweepstakes giveaway.

*For the latest HTA
marketing news,
visit us online at:
www.hawaii.gov/tourism*

Marketing Highlights (cont'd . . .)

Hawaii Tourism Europe (HTE)

ITB Berlin: Hawaii Tourism Europe (HTE) hosted the Hawaii booth at the world's largest travel fair: ITB in Berlin, March 12-16. The new booth featured graphics that contrast nostalgic and contemporary images of Hawaii. The show drew more than 10,000 exhibitors and 141,000 attendees, and included a press conference which was attended by more than 120 European journalists.



The Hawaii booth at ITB Berlin featured wooden surfboards that added to the nostalgic touch.

Launch of German Website: The new German language website for Hawaii (www.hawaii-tourism.de) was recently launched. It offers a broad variety of information on Hawaii, including a special section for media partners including access to a Hawaii image library, story ideas and current press releases. Industry partners will also find useful details on tour operators and news from the Hawaii travel industry. A newsletter sent out to trade partners and consumers is also included on the Web site.

NCL Launches New Hawaii Brochure: Norwegian Cruise Line (NCL) is the first cruise operator to launch a dedicated Hawaii brochure for the UK market. Following a continuous growth in demand for the Liner's cruise products to Hawaii, a 44-page brochure was created and includes background information on the product and the destination. The brochure is also available in CD-ROM format, giving travel agents the opportunity to show customers more pictures and information on the program. For more information, contact Vicky Moore at vickymoore@hillsbalfour.com or visit www.uk.ncl.com.

Hawaii Tourism Japan (HTJ)

HTJ 2004 Marketing Update: HTJ executive director Takashi Ichikura shared the 2004 marketing update with Hawaii-based media and travel trades on March 17 at the Hawaii Convention Center. HTJ will complete Phase One of the "6 Islands, 6 Surprises" campaign next month and has already begun working on Phase Two, which includes new posters featuring Jake Shimabukuro, television and radio spots, and magazine advertisements.

Gourmet Navigator: Gourmet Navigator, a popular Japanese online restaurant guide used by one out of every 10 Japanese (9.5 million monthly users), brought more than 200 employees to Hawaii this month to experience Hawaii's various cuisine and restaurants. Their comments and reviews on the restaurants will be posted for viewing on a new section of the site that will focus specifically on Hawaii and its cuisine. HTJ introduced the website at their press conference as part of their efforts to showcase the exciting new happenings and attractions in Hawaii to the Japanese consumer.

Marketing Update By Contractors

All of HTA's marketing contractors will meet in Hawaii May 11-12. On May 12 at 3 p.m., a public closing session will recap developments in the first quarter and plans for the balance of the year. This meeting is part of the continuing effort to enhance the coordination of marketing programs among contractors and with the visitor industry. The public session will be held in the Hawaii Convention Center. For more information, call Harumi Leong at 973-2268.

HAWAII!
Hawai'i Tourism Japan

HAWAII!
Hawai'i Tourism Europe

HAWAII!
THE ISLANDS OF ALOHA

HAWAII!
Hawai'i Tourism Asia

HAWAII!
Hawai'i Tourism Oceania

HCC Hires New National Sales Team Members

SMG Hawaii welcomes two new employees to the Hawaii Convention Center sales team:

Sydney Rivera, Director of Sales – North America: Based in Washington, D.C., Rivera will be responsible for providing direction and control of all sales functions for North America, and concentrating sales efforts and results in the Eastern region of the U.S.

Jennifer Urich Hopkins, Regional Sales Manager – Midwest: Based in Chicago, Hopkins is responsible for the Center’s sales efforts in the Midwest region of the U.S.

Business Branding Project

HTA's launched its business branding program this year with the purpose of reaching senior executives with the message that Hawaii is a productive place to conduct business and hold business meetings. The advertising runs in conjunction with a strong public relations program communicating the same message. A research component of the program will measure the impact of the overall campaign in changing attitudes about Hawaii as a business-friendly destination.



This business branding ad will run in southern California in regional editions of business publications including Wall Street Journal, Fortune, Business Week, Fast Company and Money.

State's Tourism Strategic Plan, *Ke Kumu*

Last month, the HTA began holding island meetings as part of its update process for *Ke Kumu*, the State's Tourism Strategic Plan. Information on this process, including a quick progress recap, is provided below:

Through May 2004	<p><i>Review existing and updated studies, and ongoing research.</i> To date, reports including the Update of the Foundation Studies (1999 Competitive Assessment and the Product Assessment Best Practices), the Natural Resource Assessment and State Parks Survey have been completed and are being reviewed by the HTA, PBR Hawaii and the <i>Ke Kumu Investigative Committee</i>.</p> <p><i>Gather Public Input.</i> To date, meetings have been held on the islands of Lanai, Molokai, Maui and Kauai with attendees participating and providing important feedback regarding tourism in Hawaii. The schedule of remaining meetings are listed below:</p> <ul style="list-style-type: none"> - April 5: Hilo @ Aupuni Center Conference Room, 7-9 p.m. - April 7: Kona @ Konawaena Elementary School Cafeteria, 7-9 p.m. - April 13: Oahu @ Hawaii Convention Center, Room 317AB, 7-9 p.m. <p>In addition to the meetings, input on <i>Ke Kumu</i> can be provided via HTA's website (www.hawaii.gov/tourism) or via PBR Hawaii, attention to Vincent Shigekuni:</p> <p><i>Email:</i> lkazama@pbrhawaii.com</p> <p><i>Fax:</i> (808) 523-1402</p> <p><i>Address:</i> 1001 Bishop Street, ASB Tower, Suite 650 Honolulu, HI 96813</p>
June 2004	<p><i>First draft of 2005 Ke Kumu</i> will be available June 1, 2004 and subsequently presented to the HTA Board for review and approval at the HTA's June board meeting.</p>
Fall 2004	<p><i>Additional Input on 2005 Ke Kumu.</i> Input may be made on the draft plan.</p> <p><i>Tourism Congress.</i> Proposed Tourism Congress to present updated plan to all stakeholders.</p>